PROMOTION

2022 VIRTUAL COOKING DEMONSTRATION & RECIPE DEVELOPMENT - MEXICO

Wednesday, Jun 1 - Thursday, Dec 1, 2022
Registration: Wednesday, Apr 27 - Friday, May 27, 2022
Mexico | Mexico | Latin America

https://www.wusata.org/e/GDCB7AY

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2022 Virtual Cooking Demonstration & Recipe Development - Mexico

June through November 2022

WUSATA has partnered with a small group select chefs in Mexico that have good engagement and relationships with specific industry sectors. Each chef targets a specific industry (regional recognized, lifestyle, bakery and general trade) and has a social media range of 4,000 to 45,000 followers. Participating companies will have their products partnered with the chef that is the best fit for the market, recognizing limitations on availability and product suitability.

The selected chef will work to develop a recipe with your product and conduct a virtual cooking demonstration to followers online. Chefs will be provided information on your product and will have ongoing communication with WUSATA's in-market representative, Imalinx. By electing to participate in the virtual cooking demonstration and recipe development, companies waive their right of pre-approval of generated virtual and social media content.

Participating companies will need to provide product samples (12 units/1 case) to be used for recipe development. WUSATA's in-market representative will define a delivery date for your products and provide a U.S. border address for delivery. Imalinx will facilitate the import of samples and distribution to the partnering chef. The inclusion of perishable products (frozen, dairy) is limited to suitability and availability in the market. Imalinx will coordinate with companies wishing to include perishable products, but limitations apply.

Social Media Promotion:

Once a Chef has completed a social media posting and cooking demonstration, WUSATA's in-market representative will conduct social media advertising on select online platforms to boost the reach of the each recipe posting.

Digital Recipe Book:

In addition to virtual cooking demonstrations and social media posting, WUSATA will coordinate a digital recipe book of the developed recipes to promote via social media and include in future promotional outreach events. The digital recipe book will include high-resolution pictures and product information.

Following the conclusion of the program (Nov/Dec 2022) – participating companies will receive a 1-2 page summary of social media results, online copy of the cooking video and link to the digital recipe book.

Benefits of Participation:

PRODUCT DESCRIPTION

Produce & Value Added Produce*, Dried Fruits and Nuts, Dairy Products*; Bakery Ingredients/Items; Specialty Beverages*; Frozen Food*; Organic Products; and Food Ingredients/Seasonings*

*Perishable product participation may be limited to in-market availability.

INDUSTRY FOCUS

Food Service Products **Ingredient** **Organic** **Produce**

- Participating companies will have a selected food product digitally promoted through cooking demonstrations, social media marketing and inclusion within a digital recipe book – promoting a "Taste of the West."
- The program focuses on highlighting products to consumers and the trade sector through select partnership with an estimated four-six local Chefs, each of which has social media reach ranging from 4,000 to 45,000 followers.
- A selected chef will develop and prepare a recipe with your product and conduct a virtual cooking demonstration to their followers and include the recipe in a social media posting. Imalinx, WUSATA's in-market representative, will further promote the cooking demonstration through paid social media advertising under a WUSATA social media account. All recipes developed as part of this project will be included in a digital recipe book that will be available online and included in future WUSATA promotional outreach activities.
- WUSATA's Virtual Cooking Demonstration and Recipe Development Activity provides WUSATA-region companies with the opportunity to connect with consumers and trade through social media promotion by locally recognized chefs in Mexico.

Participation Fee: $150.00

Registration Deadline: May 27, 2022